Mailed letters by May 23, 1929

# UNITED SECURITY BANK *and* TRUST COMPANY

*BRANCHES THROUGHOUT CALIFORNIA*

HEAD OFFICE: 631 MARKET STREET
SAN FRANCISCO

# Midsummer Day Celebration

Oration by Consul Carl E. Wallerstedt : Midsummer songs by Mr. John Stenner
May-pole, Grand Tableaux and Review Parade in Costumes, Musical and Literary
Program : Festival Queen, "Columbia" and "Svea" will lead the parade in Autos
Dances by Jenny Lind Dancing Club : Flag Parade by Swedish Amateur League

SATURDAY, JUNE 23 *Park open 10 a.m. to 12 p.m.* [1928] CALIFORNIA PARK *San Rafael, (Marin County)*

## Swedish-Am. Patriotic League *of* Cal.

# THE SAN FRANCISCO BANK

SAVINGS COMMERCIAL

INCORPORATED FEBRUARY 10TH, 1868

***One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other Banks***

MEMBER ASSOCIATED SAVINGS BANKS OF SAN FRANCISCO

**526 California Street, San Francisco, Cal.**

**DECEMBER 31st, 1927**

| | |
|---|---|
| **Assets** | **$117,394,234.04** |
| **Capital, Reserve and Contingent Funds** | **4,850,000.00** |
| **Employees' Pension Fund over $600,000.00, standing on Books at** | **1.00** |

| | |
|---|---|
| MISSION BRANCH | Mission and 21st Streets |
| PARK-PRESIDIO BRANCH | Clement St. and 7th Ave. |
| HAIGHT STREET BRANCH | Haight and Belvedere Streets |
| WEST PORTAL BRANCH | West Portal Ave. and Ulloa St. |

**Interest paid on Deposits at the rate of FOUR AND ONE-QUARTER (4¼) per cent per annum, COMPUTED MONTHLY and COMPOUNDED QUARTERLY, AND MAY BE WITHDRAWN QUARTERLY**

**Deposits made on or before July 10, 1928, will earn interest from July 1, 1928**

West Coast Print 253 Church St.

## 16th STREET FLORISTS

Flowers for All Occasions

E. ISETTI

3179—16th Street, Near Guerrero

Phone Market 3161

## O'NEILL & JOHNSON

*Moving — Storage*
*Packing — Shipping*

LOS ANGELES and WAY POINTS

2110 Market Street. Phone Park 7499

## PEARSON & JOHNSON

Members Builders' Exchange

HOUSE RAISING AND MOVING

Special Plant for handling Brick and Stone Buildings

2031 BRYANT STREET

Phone Mission 2319

E. K. Pearson, Res. Phone Fillmore 3995
A. B. Johnson, Res. Phone Mission 2319

## LINDE'S MARKET

2200—15th Street, Hörnet av Noe St.

ENDA SVENSKA KÖTTAFFÄR i San Francisco, tillhandahåller endast förstklassiga varor såsom Kött-, Fläsk- och Korvvaror. Svensk Fläskkorv, Prässylta, Kalvsylta samt importerade Delikatesser. Anjovis, Gaffelbitar, Sardiner, Caviar, Lingon, Röda Sagogryn, Knäckebröd, Kryddlimpor.

Telefon Park 6336

## JOHNSON & JOHNSON

Dealers in

Cigars, Tobaccos, Smokers' Articles, All Kinds of Snuff, Imported and Domestic Razors and Pocket Knives, Stationery Books and Papers, Cigars by the Box at Special Price

2105 MARKET STREET, Near Church

Laundry Office

GUS. T. JOHNSON ARVID JOHNSON

## *AUGUST JOHNSON*

Groceries and Scandinavian Specialties

The Grocer That Sells Good Coffee

Twenty-Second and Capp Streets

Phone Mission 4909

Member of United Grocers, Incorporated Wholesale Grocers

Spend Your Week Ends at

## *Searsville Lake Park*

Near Woodside

SWIMMING
BOATING
PICNICKING
HORSEBACK RIDING

For Reservation write to
ERNST M. BRANDSTEN
Stanford University
California


## *Presidents of the League*

ALBIN SAMUELSON,
President S. A. P. L., San Francisco.

A. B. CELANDER,
President S. A. P. L., Oakland.

ED BERGSTROM, President Pro-tem.

PAST PRESIDENTS: Dr. F. Westerberg, Dr. O. L. Gruggel, Andrew Olson, R. Dyberg, Alex. Olsson, C. T. Peterson, D. Molander, Harry Mentzer, Emil Hogberg, F. O. Sjögren, Dr. A. O. Lindstrom, Geo. Moren, G. Petterson, Adrian Peterson, B. Anderson, Anton Carlson, Alf Turnross, S. H. Svenson, N. A. Hanson, Albin Westermark, Geo Larson, Erik Strom. — In Oakland: A. W. Gustafson, N. G. Lindgren, Ed. C. Johnson, Mrs. A. L. Anderson, E. Carlson, Chas Blom, Hartwig Swanson, O. R. Seeborg, Carl Anderson, Leonard Peterson.


## SVENSKT APOTEK--Ocean Shore Pharmacy

Alla slags recepter fyllas. Fullständigt lager av svenska husmediciner såsom Salubrin, Nerv-, Rosens, Hoffmans hjärtstyrkande droppar, Riga Balsam, Sundhetssalt, Lazarin, Lazarol, Vademecum, Stomatol Tand Creme, svensk Tvål, Kuriko, Kisa Mors Salva, Jönköpings Tallbarrsolja, äkta Liktorns Kollodium.

Sänd efter fullständig katalog. Orders från landsorten expedieras. Telefon Randolph 10.

CHAS. E. ANDERSON, 4790 MISSION ST., Nära Onondaga Ave., San Francisco.

Phone Park 2775 A. I. FREGOSI

## HAIGHT ST. FLORAL

FLOWER DESIGNS A SPECIALTY

488 HAIGHT STREET

SAN FRANCISCO

# VICTOR BYSTROM

***Fine Tailoring***

WHEN WE MAKE YOUR CLOTHES
you are certain they are right in every
detail of Style, Fit and Workmanship

507 DeYoung Building
Phone Douglas 3083
SAN FRANCISCO

## SHELLGRAIN & RITTER

***Florists***

FLORAL DESIGNS A SPECIALTY

SUTTER HOTEL BLDG., 148 Kearny St. Telephone Kearny 3999


Midsummer Queen, RUTH CARSON
"Svea" - - JENNIE ANDERSON
"Columbia" - - ELSA YNGVE

MAIDS OF HONOR

INEZ SWANSON
RUBY FALLSTROM
ELNA NELSON
ETHEL ANDERSON
GLADYS NELSON
RUTH HAGLUND
LILY LARSON
MILDRED HANSON
DOROTHY SUNDBLOM
EDITH ANDERSON
RUTH JOHNSON
CHARLOTTE PERSON
EDITH STENBECK


COMPLIMENTS OF

## ENGDAHL BROS.

PAINTING AND DECORATING

2178 Market Street
Phone Market 5153

# EAT

## at Blomseth Lunch

Earl M. Blomseth, Prop. 2122 Market St.

Phone Market 4101 B. P. Elmore, Prop.

***ELMORE GROCERY***

THE BEST OF EVERYTHING TO EAT

300 CHURCH STREET

# Eder Handlande

tillhandahåller alltid det omtyckta Skånska (Kristianstad) Knäckebrödet och Delikatessbrödet samt

## "MUNKENS"

oöverträffade kvaliteter av
Anjovis, Gaffelbitar, Sardiner,
Caviar, Fiskbullar, Salt
Sill m. m.

***Scandia Commercial Co.***

131-133 DRUMM STREET
San Francisco, Calif.

(Ett kvarter från Ferry Bldg.)
Generalagenter för Pacifickusten
Telefoner: Kearny 4387 och 2502

***KAPTEN WM. A. SIEBE***

har lämnat California Park gratis till Förbundet för Midsommarfesten samt önskar alla svenskar en angenäm midsommar

Office Phone Randolph 272
Res. Randolph 5472 or 1395

NO JOB TOO BIG, NONE TO SMALL

***HANSON BROTHERS***

HOUSE MOVING AND RAISING
Houses Bought and Sold
10 Genessee Street San Francisco

Phone Douglas 4427 Hours 9 to 5

**DR. OSCAR L. GRUGGEL**
**DR. FRANK M. SHAY**
CHIROPODISTS
Phelan Bldg., Market and O'Farrell Streets

Kontorstimmar: 9—5. Tel. Douglas 6697
Bostadstelefon Evergreen 2853

***GOTTFRID BERGSTROM***
SVENSK TANDLÄKARE
Western States Life Bldg., 6th och
Market Streets, Rum 508

***DR. JOHN E. PAULSON***
PHYSICIAN AND SURGEON
(Läkare för Svenska Damsällskapet, Stjärnan av Finland, Order av Runeberg)
Timmar: 2—4 och 7—8. Söndagar enligt överenskommelse
Kontor och Bostad:
3402—26th Street, hörnet av Mission
Tel. Valencia 1235; Emergency West 1400

*Compliments of*

**ALF TURNROSS**

*Compliments of*

**ARON SWANSON**

Church and Market Streets

*Compliments of*

**Sven Erik Söderblom**

240 Battery Street

***STROM & SMITH***

ELECTRICAL CONTRACTORS
and LIGHTING FIXTURE MFG.

Phone Mission 8750 — 1077 Valencia Street

*Compliments*

*of*

**K. A. LUNDSTROM**

**Marshal of Parade 1894**

# PROGRAM

**3 o'clock P. M.**

MR. EINAR WENNERBLAD, Marshal
and Master of Ceremonies

Parade to Grand Stand
Swedish National Melodies
THE ORCHESTRA

Raising of the Flags on the May Pole

Welcome
Crowning of the Midsummer Queen
MR. ALBIN SAMUELSON
Pres. S. A. P. L., San Francisco

Remarks: "Sveadal, our Recreation Home"
MR. ED. BERGSTROM

Presentation of Medals to "Svea" and "Columbia"
MR. ED. BERGSTROM
Vice Pres. of the S. A. P. L., Oakland
MR. EINAR WENNERBLAD
Vice Pres. S. A. P. L., San Francisco

A. NIELSEN M. KRISTENSEN

Compliments of

**Market St. Quick Lunch**

2907 Market Street, Near Church Street

Res. Phone: Burlingame 1643-W
Phone: Sutter 4117

**G. A. NORDSTROM**
GENERAL INSURANCE
Special Agent Continental Life Ins. Co.
St. Louis, Mo.
Office 625 MARKET STREET

## GEORGE LARSON

*General Engraver, Designer and Manufacturer*

of Jewels, Medals, Love Cups etc., etc.
Special Work in Gold and Silver
Designs and Estimates upon request

JEWELERS BLDG. — 150 POST STREET
Manufacturer and Designer of the Midsummer Queens' and Past Presidents' Medals


## PROGRAM

Oration: Midsommarfirandets betydelse för utlandssvenskarna
HON. CARL E. WALLERSTEDT
Consul of Sweden

Swedish National Dances
JENNY LIND NAT'L DANCING CLUB
OAKLAND

Swedish Midsummer Songs
MR. JOHN STENNER

Flag Parade
THE SWEDISH AMATEUR SOCIETY

"Du gamla, du fria"
"America"
ORCHESTRA, SINGERS and AUDIENCE

**Floor Managers**—O. Nelson, N. A. Hanson, F. O. Sundblom, R. Benson.


## The 14th St. SHOE SHOP

C. J. LARSON

721 Fourteenth Street, Near Church Street
SAN FRANCISCO

## PICETTI BROS.

FLOWERS FOR ALL OCCASIONS
Funeral Designs Our Specialty
FLORISTS AND DECORATORS
2101 MARKET STREET
At Church, Near 14th St.
Phone Park 9365


## Logen FYLGIA

NO. 119

Vasa-Orden av Amerika

Under sin tjugoåriga verksamhet har Logen Fylgia intagit en framstående plats, icke allenast som sjuk- och hjälpförening, utan även i socialt avseende bland San Franciscos svenskar.

Ingen svensk, ja vi kunna tryggt säga ingen annan sjukkasseorganisation inom landet betalar ett så stort sjukdomsunderstöd som Logen Fylgia. Ur Logens officiella kassa betalas nämligen för en månadsavgift av 75 cents en sjukhjälp av $8.00 per vecka samt en begravningshjälp av $100.00. Genom att ansluta sig till den inbördes sjukkassa som beslutades vid senaste Distriktmötet erhålles för en tilläggsavgift av 50 cents i månaden en sjukkhjälp av ytterligare $10.00 i veckan. Således, genom att tillhöra båda klasserna, för en summa av $1.25 per månad, utbetalas ett sjukdomsunderstöd av $18,00 per vecka, en summa som vi tryggt kunna påstå är den största som utbetalas av någon inom landet existerande sjukkasseorganisation. Sjukhjälp utbetalas för en tid av 24 veckor under loppet av ett år.

Landsmän som önska bliva delaktiga i de förmåner som Vasaorden erbjuder svenskar i Amerika, kunna anmäla sig till någon av Fylgias medlemmar.

Möten hållas varje Tisdag kl. 8 e. m. i Svenska Byggnaden, 2174 Market st., och inbjudas alla för svenskhetens bevarande intresserade att ansluta sig till Logen Fylgia.

AXEL STENMARK, Ordf.
4667—18th Street
Telefon Market 8139.
RAGNAR VENNBERG, Sekr.
2172 Market Street.


## "Vestkusten"

är den enda svenska tidning som oavlåtligt framhåller våra svenska organisationers arbete och verkar för sammanhållning, social trevnad och svenskarnas anseende.

I 35 års tid har den nuvarande utgivaren verksamt deltagit i förberedelserna för denna och andra nationalfesters firande i dessa trakter. Prenumerera på Vestkusten och deltag i svenskarnas samarbete.

**$2.50 per år.**

ALEX. OLSSON,
red. och utg.
253 Church st., San Francisco.

**Endast $2.00 för nya prenumeranter i dag!**

*NY SALT ÅL*

Jul-, Bond- och Mysost, Fetsill från Island Torr Lutfisk, Vita Ärter, Bruna Bönor, Lingon, Ostron-Anjovis, Stockholmskt och Finskt Knäckebröd, Hallonsaft, Vinga-Sill, Nögelost, Fårlår, Svensk Punsch m. m. hos

**C. H. JOHNSONS**

36—7th Street, mitt emot Postkontoret

**E. SPECKHAHN**

Dealer in

FULL LINE OF CHOICE GROCERIES

300 Sanchez St., Cor. 16th and 99 Sanchez Cor. 14th. — Phone Market 9013

FIELDING HOTEL

GEARY and MASON STREETS

*Home of the Swedish Club*

ERNST F. PETERSON

Manager

COMPLIMENTS

of

*American Machine and Manufacturing Company*

EINAR WENNERBLAD
NELS O. NELSON
Prop's.

# COMMITTEES

**Finance Committee**—Capt. S. N. Söderblom, A. C. Lund, Mrs. E. Hellman, Anna Nordstrom, Ed Bergstrom, A. W. Gustafson, Ch. Blom.

**Printing and Adv. Committee**—A. Westermark, Alf Turnross, Alex. Olsson, C. T. Peterson, Emil Hogberg, Judge O. Anderson.

**Advert. Program Committee**—Albin Samuelson, Alex. Olsson, Alf Turnross, O. Malmquist.

**Tombola Committee**—G. Nordstrom, Ed Nelson, A. Winquist, Carl V. Olson, Carl Oscar, Anton Carlson, Mrs. Alma Larson, Agda Gustafson, Marie Blom, Mrs. O. Nelson, V. Thurston, O. Castello, Erik Strom, R. Wenberg, Mrs. Elsa Linde, Mrs. Edna Hiuer, G. Sonson, B. Rudenberg.

**Reception Committee**—Oscar Nelson, F. O. Carlson, Chas Elmer, B. Rudenberg, Harry Larson, Aug. Peterson, J. M. Gustafson, Karl Yngve, P. M. Paulson, O Soder, Yngve Wulff, Mrs. A. M. Samuelson, Miss Inez Tesche, Mrs. Ida Fredrikson, Mrs. Olof Nelson, Mrs. A. L. Anderson, Mrs. Minnie Nelson.

**Parade and Literary Program Committee**—Einar Wennerblad, Oscar Nelson, B. Peterson, Anton Carlson, H. Mentzer, Ernst Johnson, Ed Bergstrom, Mrs. Fred Johnson, G. Sonson, Mrs. Alma Larson.

**Decoration Committee**—Mrs. Fred Johnson, Mrs. Eva Belfrage, F. O. Sjögren, N. A. Hanson, Adrian Peterson, Albin Samuelson, Swan Chytraus, Mrs. Swan Chytraus, Mrs. Ingeborg Magnuson, Mrs. Alma Larson, Chas Kellberg, Geo. Larson, Eric Strom, Oscar Soder, Chas Ramberg, Oscar Nelson, F. O. Carlson, Mrs. Bergendorf, Mrs. Anna Ritche, Mrs. Olga Johnson, Mrs. A. Alfs, Mrs. F. O. Nelson, Mrs. Signe Anderson, Mrs. F. O. Carlson, Mrs. Agda Widoff.

Einar Johnson, Arthur Johnson, John Anderson, Albin Thompson, Mrs. Ida Melin, John Renstrom, Edwin Anderson, Einar E. Johanson, Carl J. Abrahamson, Chas. W. Johnson, G. R. Nelson, Dr. G. Bergstrom, Leonard Peterson, Mrs. A. L. Anderson, V. Thurston, S. Martinson, O. Pearson, Ernest Erickson, Oscar Carlson, Magn. Pearson, Frank M. Hultman, Nils Person, Ivar Nylander, Mrs. Annie Gustavson, Mrs. F. O. Sundblom, Mrs. Axel Johnson, J. Robert West, R. W. Benson, Karl E. Hanson, Esther Ekberg, Frida Swanson, Mrs. Sigrid Hanson, Mr. A. Malmberg, Mrs. J. M. Gustafson, Walter Pearson, Axel Norberg, Carl H. Franzen, F. Hagerstrom, Axel Johnson, Chas. Peterson, Hjalmar Stenberg, Harry Peterson, Geo. Kiimaletho, Walfrid Holm, Carl E. Pfeil, John Anderson, A. B. Celander, Mrs. E. Person, Wilma Magner.

COMPLIMENTS OF

# Albin Samuelson

MISSION STREET and GENEVA AVE.

## AMERICA.

My country! 'tis of thee,
Sweet land of liberty!
Of thee I sing;
Land where my fathers died,
Land of the pilgrims pride,
From ev'ry mountain side
Let freedom ring.

My native country! thee,
Land of the noble free,
Thy name I love;
I love thy rocks and rills,
Thy woods and templed hills,
My heart with rapture thrills,
Like that above.

Our Father's God! to thee,
Author of liberty!
To thee we sing;
Long may our land be bright,
With freedom's holy light,
Protect us by Thy might,
Great God, our King.

**CARLSSONS FYRTORNETS RAHDE'S**

ANCHOVIES
GAFFELBITAR
VINGASILL
APTITSILL
CAVIAR, etc.

from Sveriges Förenade Konservfabrik
Göteborg

# Anderson & Meyer

6 VALENCIA STREET

Phone: **Hemlock 41**

## DU GAMLA, DU FRIA.

Du gamla, du fria, du fjellhöga Nord,
Du tysta, du glädjerika sköna!
Jag helsar dig vänaste land uppå jord,
Din sol, din himmel, dina ängder gröna!

Du tronar på minnen från fornstora dar,
Då äradt ditt namn flög öfver jorden!
Jag vet, att du är och du blir hvad du var,
Ack, jag vill lefva, jag vill dö i Norden!

## *ATTENTION!*

Officers, speakers, singers, Past Presidents, delegates, children in white and in Swedish costumes, carrying flags, Dancers and other participants in the program are cordially invited to take part in the parade in front of the autos carrying "Columbia", "Svea" and the Queen in above order. The parade will start at 3.15.

A. M. SAMUELSON, ED. BERGSTROM
EINAR WENNERBLAD

## Spend your Vacation Time at Sveadal, Uvas Canyon

**BEAUTIFUL RECREATION HOME AND GROUNDS**

Established by
**The Swedish American Patr. League**

Here you will find crystal creeks, large woods, high mountains, shady nooks, beautiful garden, new cottages, scenic roads and the best climate in California

Wonderful drinking water from mountain wells

**Only $18.00 per week and up**
Order accommodations in advance

## A Large Swimming Tank

and dancing platform; Fine Club House with Baths, Dining room, large Veranda and 110 acres beautiful country for Play Grounds

Mr. Kastel will meet patrons in Morgan Hill with auto Wednesdays and Saturdays 10—12 A. M. Other times if appointments are made

Address:
O. Kastel, Route 1, Morgan Hill, Cal.
Phone Morgan Hill 51-F4

*For your 1929 Picnic Phone or write to*

# *SIEBE'S*

# California Park
## San Rafael

---

## *Marvelous Marin County, Calif.*

---

California Park is 35 acres of beautiful grounds having an open air Pavilion with a 6,000 square foot maple floor. Stadium seating 2,000 people; containing a 220 yard track, stage, pole vault pit, and showers. A $5,000 Merry-go-Round, regulation Bowling Alleys, Steel Playground Apparatus, Barbecue Pit, 12 Lattice Arbors, Picnic Benches, Auto Parking and Dining Hall for 1,000. — 2,500 shade trees and fine drinking water.

Refreshment Stands

**Electric Train Service between California Park and San Francisco via N. W. P. in 50 minutes**

**Fare 60 cents Round Trip**

**Auto and Passenger Ferry Service from Eastbay Cities** via Richmond—San Rafael. Ferry leaves Richmond every 20 minutes. No. 2 car connects with every boat. Auto Bus direct to Park meets every boat. Auto Ferry Service from San Francisco via Golden Gate Ferry leaves San Francisco every 12 minutes.

**Owned and Operated by WM. A. SIEBE**

Formerly of Shell Mound Park

Phones San Rafael 1130, Piedmont 103.

---

# *GIVE SVEADAL A BOOST--*

and become a member of the Maintenance Committee by paying $5.00 per year or more. You get full value for your money when you think of the wonderful Recreation Home it will be in the future.

Larger donations thankfully received by Captain S. N. Söderblom, Treasurer.

The big swimming thank is now ready and will be dedicated on July 4th with the biggest water festival ever held in Sveadal.

Come and bring your swimming suit along!

Meals, coffee, ice cream and other refreshments served at reasonable rates.

For further announcements see "Vestkusten", containing all the news about our Societies.

ALBIN SAMUELSON, Pres.
ALEX. OLSSON, Sec'y.